

ABSTRACT OF THE DISCLOSURE

The present invention provides a technology that enables projection images to be overlaid with embellishment effects without depending on the capabilities of the image supply apparatus. A projection display apparatus that projects images onto a screen responsive to given image data, comprises: an embellishment effect memory for storing embellishment effect data representing an embellishment effect image that can be used to embellish an arbitrary image; an image embellishment section that generates embellished image data by overlaying an original image represented by the given image data and the embellishment effect image; a light modulation unit that is driven responsive to the embellished image data pixel by pixel; and an optical system for projecting onto the screen the embellished image obtained by the light modulation unit. A projection display apparatus superimposes the embellishment effect on the projected image without having to rely on the capabilities of an image supply apparatus.